



Smart Investing@your library® Builds Nebraska Communities

Preparing for Customer Training

@ Your Library®

September 9, 2014



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This program, administered by the Nebraska Library Commission and the Northeast Library System, is made possible by a grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association.

(Please also use this acknowledgement when publicizing the customer training at your library)

FINRA & the FINRA Foundation



- Independent
- Regulates brokers/firms
- Writes/enforces rules
- Dispute resolution

FINRA

- Monitors trading
- Educates brokers
- Educates investors
- Protects investors

**FINRA Investor
Education**

**FINRA Investor
Education
Foundation**



FINRA Investor Education Foundation



- Established in 2003
- Mission: Provide underserved Americans with the knowledge, skills and tools necessary for financial success throughout life
- The Foundation strives to achieve universal financial literacy
- Awards grants and manages projects focused on financial and investor education



Nebraska's Project Partners

- **Center for Rural Affairs**
- **Nebraska Council on Economic Education**
- **Nebraska Financial Education Coalition**
- **Nebraska Library Commission** (*project management*)
- **Northeast Library System** (*fiscal agent*)
- **University of Nebraska-Lincoln Cooperative Extension** (*trainers*)
- **UNL Student Money Management Center** (*trainers*)

Completed Parts of Nebraska's Project

- **Smart Investing: Reference Strategies & Resources**
 - Kicked Off April 30th and Completed Early July
 - 65 library staff & volunteers trained
 - Self-Report of Knowledge levels—in the 10 dimensions 46% to 85% (72% average) reported an increase of at least one knowledge level
 - Self-Report of Confidence levels—in the 7 dimensions 76% to 91% (84% average) reported an increase of at least one confidence level
 - Of the Quiz questions the average score on the pretest was 52% and the average score on the post test was 87% (a 35 percentage point improvement)

Completed Parts of Nebraska's Project

- **Library Resource Kits**
 - **Kits provided to the 22 Participating Libraries**
(just a few more titles still to be sent to about 10 libraries)
 - **Kits available to other Nebraska Libraries through Inter-Library Loan & OverDrive**
(Rock County Library currently hosting one kit)

What's next.... Preparing for & Delivering Customer Training

- Selecting Target Audience
- Take a look at the curriculum: financialed.nebraska.gov
- Identifying a Local Team
- Working with your Trainer/Facilitator
- Planning & Marketing
- Promoting Resources, loan materials & eBooks
- Selecting the Customer 6-week Training Window
- Refining your In-Library Events
- Registering Participants
- Program/Curriculum Delivery

Selecting Target Audience

Each of the 22 Smart Investing Libraries should select one of the following Target Audiences*

- Young Adults (age 20-40) -- Starting Out: Establishing an Investment Plan
- Pre-Retirees – Building Up: Fine-tuning your Portfolio & Planning for Retirement
- Retirees – Making it Last: Retiring and Retirees

*Match with Iowa State University Extension curricula

Identify a Local Team

Things to consider when developing your local team:

- People well suited to help you market the event...have access to target audience
- People well suited to planning/conducting your kick-off event and wrap-up celebration
- People who might have an interest in sustaining unbiased financial education beyond the grant
- People particularly interested in your target audience

Identify a Local Team – Look at...

- Library Staff and Volunteers
- Library Board members/Friends Group
- Cooperative Extension
- Business/Accounting/Economic teachers
- Organizations that work with your target audience
 - Senior Centers, Community Colleges
 - Workforce offices – Social Service offices
- Service Organizations
 - Rotary, Kiwanis, Jr. Jaycees, Jaycees, SCORE chapter
- Chamber of Commerce – Development Group
- Consider the media
- Type in comment section: ideas for your team

Local Team OR Local Partners?

At your Kick-off Session and Wrap-up Celebration your Trainer/Facilitator will be your “Presenter”

The Nebraska Library Commission through the grant funds will supply each library with one prize –an iPod Shuffle.

If you want more prizes OR want to layer in activities between the kick-off & the wrap-up then community partners could come in handy.

BUT...

Caution about Local Partners

- Funds that support the project are generated by fines levied on financial institutions and brokerage firms
- Ensure that none of your local **partners or presenters** are financial professionals registered with FINRA or the SEC.
- Financial professionals can help in any way that does not promote their business or products.
- If financial professionals are on your team, list them as individuals.

NOTE: During the grant period, your Smart Investing activities should not

- list a bank, broker, or financial advisor as a partner,
- provide prizes or giveaways that advertise these businesses,
- allow these businesses to market their products in any way, or
- allow employees of these businesses make any presentations.

Trainers/Facilitators (Libraries)

UNL Extension Educators

Pat Jones (Ainsworth)
 Jill Goedeken (Columbus)
 Lisa Poppe (Fremont)
 Connie Hancock (Sidney)
 Karna Dam (Wahoo)
 Carol Schwarz (Kearney)
 Marilyn Schlake (Papillion)
 Karly Black (Pawnee City)
 LaDonna Werth (Atkinson & Neligh)
 Jenny Nixon (Chadron & Gordon)
 Jennifer Hansen (Lyons & Pender)
 Kim Bearnese (Madison & Norfolk)
 Sandy Preston (Plainview & South Sioux City)

Others with Financial Education Credentials

Erin Wirth, UNL (Albion & Grand Island)
 Kathy Prochaska-Cue (Central City & Lexington)

Role of Facilitators/Trainers

- Meet with the local team (in person or by phone)
 - Help select the 6-week training window
 - Discuss the target audience
 - Discuss marketing strategies—especially if the trainer knows the community
 - Review the agenda of the Kick-off & Wrap-up Sessions
- Serve as the trainer/facilitator at the Kick-off & Wrap-up Events
- Email the participant group weekly
- Answer questions that come in (or forward those to Kathy Prochaska-Cue and JoAnn McManus)
- Participate in Trainer/Librarian Forum on Moodle

Selecting the Customer 6-Week Training Window

- To include a minimum of two sessions to be held in the library
 - Kick-Off Event
 - Wrap-Up Celebration (about 5 weeks later)
 - Example
 - Tuesday, Oct 7 – Kick Off Event
 - Week of Oct 13 – participants working on Week 1 Unit
 - Week of Oct 20 – participants working on Week 2 Unit
 - Week of Oct 27 – participants working on Week 3 Unit
 - Week of Nov 3 – participants working on Week 4 Unit
 - Tuesday, Nov 11 – Wrap-Up Celebration
- *Type in comment section the month you might hold the Kick-Off Event.

Kick-Off Event at Library

- Introductions & Get Acquainted Exercise
- Enter Wrap-up Drawing (will need to be present to win)
- Distribute “Where Are you Now?” Survey (& collect)
- Distribute Curriculum Materials
- Discuss/show Financial Resources
- Discussion --Why Investor/financial education
- Financial Rules of Thumb round table discussions
- Course Tutorial Video, online learning tips, instructions, distributing logins/passwords, demonstration of online curriculum, questions
- Social time/refreshments

Between Kick-Off & Wrap-Up Events

- Trainer emails the participant group weekly to
 - Invite them to ask questions
 - Remind them where in the curriculum they should be
 - Share some financial tidbits aimed at target audience
- Local Team should brainstorm other **potential** interim activities
 - Study-buddy interim session
 - Reserved times in the computer center (online videos might be slow on some home computers)
 - View a financial video and hold a discussion group
 - Type into the comment section your other ideas.

Wrap-Up Celebration at Library

- Introductions & Agenda
- Feedback Exercise and Discussion
- Family Scenarios Exercise
- Distribute “Where Are you Now?” Followup Survey (& collect)
- Quick Review of “Where Are you Now” questions
- Distribute Free Resources (JoAnn will provide information on how to request these free materials from various sources)
- Drawing for iPod Shuffle (and any prizes the local team may have collected) --must be present to win
- Social time/refreshments

Marketing & Outreach

- Tune in to Marketing Planning Webinar this week – **Thursday, Sept. 11** at 2:00 pm Central Time
 - Please assign this to your “marketing person/team”
- Assignments prior to that Webinar
 - **Review** “Smart Investing@your Library® Media Training Guide” <http://smartinvesting.ala.org/wp-content/uploads/2011/08/How-to-Work-with-the-Media-2.0-Training-Guide.pdf>
 - **Watch** the ALA Webinar “Taking a Blended Approach to PR” at <http://smartinvesting.ala.org/pr-webinar/>

Marketing Kits & Merchandising Packet

- Each Library will be provided with a “customizable” marketing kit
 - Planning Template
 - Collateral materials
 - Social networking & person-to-person outreach tools
- You have already received a merchandising packet to help with Point of Purchase communication
 - Posters (2 sizes)
 - Bookmarks & Tent Cards
 - Instruction Sheet on how to customize the materials and set up displays

Provide us with information For Evaluation Purposes

- Collect those Resource Comment Cards
 - Send us what you have collected to date
- Compile a list of
 - Financial-related questions you are getting from customers (submit those each month to Kathryn) -- Start collecting those now
- Collect and submit collection size and circulation data (Kathryn will provide time windows)
- Collect and submit copies of articles and related publicity pieces distributed

Requirements & Stipulations of Grant

- **Acknowledgement Language:** “This program, administered by the Nebraska Library Commission and the Northeast Library System, is made possible by grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association.”
- **Press Releases Approved** in advance by FINRA (if you use our template they will have already been approved)
- We affirmed that all speakers, presenters, and trainers engaged in the project **will NOT be financial professionals** registered with FINRA, a state securities regulator, or the SEC. (Incentives/prizes cannot advertise banks or brokers)

Next Steps

- Tune in Thursday or Watch the Recorded Marketing Webinar
- Visit with your Trainer
- Select and notify JoAnn of your Target Audience.
- Select and notify JoAnn of your Training Window and dates for your Kick-Off and Wrap-Up Events



Questions



Any time you have questions, just ask –
Both JoAnn McManus & Mary Jo Ryan
are here to help



Thanks for Participating
& Thanks to

